



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 196207

Schedule Dates 09/19/12-09/25/12
Advertiser Romney/P/R (15707)
Agency American Rambler Production (5128)
Product Political-Political (1088)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Kincaid, Stephanie
Phone/Fax (202) 567-6193 /
CPE ROMNEY/9/19-9/25/12/Est 379
Account Types Local/Political Candidate Agency/
Billing Type Standard
Comments Est 379 9/15-9/25

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$39,393.75
Net Total \$223,231.25
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Sep. 2012
Grand Total:

Spots	145
Rate	\$262,625.00
	145
	\$262,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				2	2	2			6	\$1,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/18/12
2.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2	2			6	\$1,300.00	\$7,800.00	WJLA Arlington (WJLA)		9/18/12
3.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	9A- LIVE!				2	2	2			6	\$800.00	\$4,800.00	WJLA Arlington (WJLA)		9/18/12
4.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	10A- RACHAEL RAY				2	2	2			6	\$700.00	\$4,200.00	WJLA Arlington (WJLA)		9/18/12
5.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$900.00	\$2,700.00	WJLA Arlington (WJLA)		9/18/12
6.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	12:57P- ABC-THE CHEW				2	2	2			6	\$1,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/18/12
7.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	2P- ABC-GENERAL HOSPITAL				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		9/18/12
8.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	3:58P- ABC-KATIE COURIC				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/18/12
9.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		9/18/12
10.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	2			6	\$2,400.00	\$14,400.00	WJLA Arlington (WJLA)		9/18/12
11.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	6:58P- WHEEL OF FORTUNE				2	2	2			6	\$4,000.00	\$24,000.00	WJLA Arlington (WJLA)		9/18/12

CONFIRMATION CONTRACT

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Date:

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12.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	7:27P- JEOPARDY					1	1	1		3	\$4,400.00	\$13,200.00	WJLA Arlington (WJLA)		9/18/12
13.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
14.0	Normal Line / SPOT	09/19/12-09/20/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/18/12
15.0	Normal Line / SPOT	09/19/12-09/19/12	3	:30	11:35P- ABC-ABC NIGHTLINE				1					1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
16.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	11:35P- ABC-ABC NIGHTLINE					1				1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
17.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	11:35P- ABC-ABC NIGHTLINE						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
18.0	Normal Line / SPOT	09/19/12-09/19/12	3	:30	10P- ABC-REVENGE				1					1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/18/12
19.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	7:57P- ABC-SHARK TANK						1			1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/18/12
20.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	9:01P- ABC-WHAT WOULD YOU DO?						1			1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		9/18/12
21.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	10P- ABC-20/20						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/18/12
22.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/18/12

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23.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	12P- NEWS-SATURDAY ABC 7 NEWS @12N							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/18/12
24.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	7P- WHEEL OF FORTUNE WEEKEND							2		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/18/12
25.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	7:29P- JEOPARDY WEEKEND							2		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/18/12
26.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	12:35A- TIM BRANT PRO FOOTBALL PREVIEW							1		1	\$225.00	\$225.00	WJLA Arlington (WJLA)		9/18/12
27.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12
28.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	5P- NEWS-SUNDAY ABC 7 NEWS @5P							2		2	\$450.00	\$900.00	WJLA Arlington (WJLA)		9/18/12
29.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							2		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/18/12
30.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6:58P- EMMY'S RED CARPET LIVE							1		1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/18/12
31.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	11:02P- NEWS-ABC 7 NEWS @ 11P							2		2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12

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32.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12
33.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @ 6A		2	2						4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/18/12
34.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		2	2						4	\$1,300.00	\$5,200.00	WJLA Arlington (WJLA)		9/18/12
35.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	9A- LIVE!		2	2						4	\$800.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
36.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	10A- RACHAEL RAY		2	2						4	\$700.00	\$2,800.00	WJLA Arlington (WJLA)		9/18/12
37.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		9/18/12
38.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	12:57P- ABC-THE CHEW		2	2						4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/18/12
39.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	2P- ABC-GENERAL HOSPITAL		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/18/12
40.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	3:01P- ANDERSON COOPER SHOW		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/18/12
41.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	3:58P- ABC-KATIE COURIC		1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
42.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2	2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		9/18/12

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43.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2		2						4	\$2,400.00	\$9,600.00	WJLA Arlington (WJLA)		9/18/12
44.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	6:58P- WHEEL OF FORTUNE	2		2						4	\$4,000.00	\$16,000.00	WJLA Arlington (WJLA)		9/18/12
45.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	7:27P- JEOPARDY	1		1						2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/18/12
46.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1			1					1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
47.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
48.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
49.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
50.0	Normal Line / SPOT	09/19/12-09/21/12	4	:30	8:01P- ANDERSON COOPER SHOW	1			1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		9/18/12
51.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	8P- ABC-ABC WORLD NEWS TONIGHT	2								1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/18/12

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51.0.1	Preempt	09/23/12															WJLA Arlington (WJLA)	Too Many Spots per Tp /Exception - ONLY ONE BREAK	
52.0	Normal Line / SPOT	09/19/12-09/21/12	2	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		9/18/12
53.0	Normal Line / SPOT	09/24/12-09/25/12	2	:30	10:58A- ABC-THE VIEW		1	1						2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		9/18/12
54.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	9:57A- ABC-THIS WEEK								1	1	\$13,000.00	\$13,000.00	WJLA Arlington (WJLA)		9/18/12
55.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	9A- INSIDE WASHINGTON								1	1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		9/18/12

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Buyer	Stephanie Kincaid	Order Number	379
Client	Romney for President, Inc.	Campaign	September 19-25
		Flight	Flight 1 09/19/12-09/25/12
Station	WJLA	Agency	American Rambler Productio
Address		Address	

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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GOOD-WASH 600A

Mo-Tu 6:00a- 7:00a	\$1,000	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
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GOOD-WASH 600A

We-Fr 6:00a- 7:00a	\$1,000	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
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GD MRN AMR-ABC

We-Fr 7:00a- 9:00a	\$1,000 ¹³⁰⁰	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
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GD MRN AMR-ABC

Mo-Tu 7:00a- 9:00a	\$1,000 ¹³⁰⁰	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
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REGIS&KELLY

We-Fr 9:00a-10:00a	\$800	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
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REGIS&KELLY

Mo-Tu 9:00a-10:00a	\$800	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
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RACHAEL RAY

Mo-Tu 10:00a-11:00a	\$700	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
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RACHAEL RAY

We-Fr 10:00a-11:00a	\$700	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
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VIEW-ABC

We-Fr 11:00a-12:00p	\$2,800	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
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VIEW-ABC

Mo-Tu 11:00a-12:00p	\$2,800	Sep24-Sep25	:30	2	1	1	✓	--	--	--	--
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ABC7 NWS AT 12

Mo-Tu 12:00p-12:30p	\$900	Sep24-Sep25	:30	2	1	1	✓	--	--	--	--
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ABC7 NWS AT 12

We-Fr 12:00p-12:30p	\$900	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
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THE CHEW

Mo-Tu 1:00p- 2:00p	\$1,000	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
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THE CHEW

We-Fr 1:00p- 2:00p	\$1,000	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
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WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GENERAL HOSPITAL We-Fr 2:00p- 3:00p	\$1,400	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
GENERAL HOSPITAL Mo-Tu 2:00p- 3:00p	\$1,400	Sep24-Sep25	:30	2	1	1	✓	--	--	--	--
ANDERSON LIVE We-Fr 3:00p- 4:00p	\$1,200	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
ANDERSON LIVE Mo-Tu 3:00p- 4:00p	\$1,200	Sep24-Sep25	:30	2	1	1	✓	--	--	--	--
KATIE We-Fr 4:00p- 5:00p	\$1,600	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
KATIE Mo-Tu 4:00p- 5:00p	\$1,600	Sep24-Sep25	:30	2	1	1	✓	--	--	--	--
ABC7 NWS AT 5 We-Fr 5:00p- 6:00p	\$1,600	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
ABC7 NWS AT 5 Mo-Tu 5:00p- 6:00p	\$1,600	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
ABC7 NWS AT 6 We-Fr 6:00p- 6:30p	\$2,400	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
ABC7 NWS AT 6 Mo-Tu 6:00p- 6:30p	\$2,400	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
WHEEL-FORTNE Mo-Tu 7:00p- 7:30p	\$4,000	Sep24-Sep25	:30	4	2	2	✓	--	--	--	--
WHEEL-FORTNE We-Fr 7:00p- 7:30p	\$4,000	Sep19-Sep21	:30	6	--	--	2	2	2	✓	✓
JEOPARDY Mo-Tu 7:30p- 8:00p	\$4,400	Sep24-Sep25	:30	2	1	1	✓	--	--	--	--
JEOPARDY We-Fr 7:30p- 8:00p	\$4,400	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
ABC7 NWS AT 11 We-Fr 11:00p-11:30p	\$3,200	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
ABC7 NWS AT 11 Mo-Tu 11:00p-11:30p	\$3,200	Sep24-Sep25	:30	2	✓	✓	--	--	--	--	--
ABC-NITELINE We-Fr 11:30p-12:00a	\$1,400	Sep19-Sep21	:30	3	--	--	1	1	1	✓	✓
ABC-NITELINE Mo-Tu 11:30p-12:00a	\$1,400	Sep24-Sep25	:30	2	1	1	✓	--	--	--	--
REVENGE Wed 10:00p-11:00p	\$6,000	Sep19-Sep19	:30	1	--	--	1	--	--	--	✓
SHARK TANK Fri 8:00p- 9:00p	\$3,000	Sep21-Sep21	:30	1	--	--	--	--	1	--	✓

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
PRIMETIME											
Fri 9:00p-10:00p	\$2,400	Sep21-Sep21	:30	1	--	--	--	--	1	✓	✓
20/20-FRI-ABC											
Fri 10:00p-11:00p	\$5,000	Sep21-Sep21	:30	1	--	--	--	--	1	✓	✓
GD MRN-SAT-ABC											
Sat 7:00a- 8:00a	\$500	Sep22-Sep22	:30	1	--	--	--	--	1	✓	✓
NEWS											
Sat 12:00p- 1:00p	\$500	Sep22-Sep22	:30	1	--	--	--	--	1	✓	✓
WHEEL-FORTNE W											
Sat 7:00p- 7:30p	\$1,000	Sep22-Sep22	:30	2	--	--	--	--	2	✓	✓
JEOPARDY-WKND											
Sat 7:30p- 8:00p	\$1,000	Sep22-Sep22	:30	2	--	--	--	--	2	✓	✓
ABC7NW AT11 L											
Sat 11:30p-12:00a	\$500	Sep22-Sep22	:30	2	--	--	--	--	2	✓	✓
COLD CASE											
Sat 12:00a- 1:00a	\$225	Sep22-Sep22	:30	1	--	--	--	--	1	✓	✓
GD MRN-SUN-ABC											
Sun 8:00a- 9:00a	\$500	Sep23-Sep23	:30	2	--	--	--	--	--	2	✓
INSIDE WASHINGTON											
Sun 9:00a- 9:30a	\$2,000	Sep23-Sep23	:30	1	--	--	--	--	--	1	✓
THIS WEEK-ABC											
Sun 10:00a-11:00a	\$14,000	Sep23-Sep23	:30	1	--	--	--	--	--	1	✓
NEWS											
Sun 5:00p- 6:00p	\$450	Sep23-Sep23	:30	2	--	--	--	--	--	2	✓
ABC7 NW AT 630											
Sun 6:00p- 6:30p	\$1,200	Sep23-Sep23	:30	2	--	--	--	--	--	2	✓
NEWS											
Sun 6:30p- 7:00p	\$1,000	Sep23-Sep23	:30	2	--	--	--	--	--	2	✓
EMMY'S RED CARPET											
Sun 7:00p- 8:00p	\$8,000	Sep23-Sep23	:30	1	--	--	--	--	--	1	✓
ABC7 NWS AT 11											
Sun 11:00p-12:00a	\$700	Sep23-Sep23	:30	2	--	--	--	--	--	2	✓

WJLA Totals	\$263,825	146
Monthly Sep 2012		
Gross Cost \$263,825.00		

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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